



COHN RESTAURANT GROUP



BALBOA PARK STAR PROJECT UPDATE

Balboa Park Committee

COMPLETED ACTION ITEMS

Air Traffic Control Issues:

FAA Approval (Complete)

Reconciliation Between First Airport Opinion (provided to Christina) and Second Opinion (provided to Molly and David Cohn): Resolved. On the recommendation of Air Traffic Control Manager David Borcalli, a distant notice to airmen (NOTAM) will be filed for the duration of operation.

Airport Authority Crane Question Addressed: Resolved via Sky Views of America V.P. Ben Pickett and Garret Hollarn, Sr. Airport Planner / GIS Coordinator.

Airport Authority Email Comment Re. FAA and "Lighting and Marking": Resolved. On the recommendation of Air Traffic Control Manager David Borcalli, a distant notice to airmen (NOTAM) will be filed for the duration of operation.

Misc. Government Agency Requirements:

County and State Guidance Re. COVID Health and Safety: Pending San Diego County's return to COVID-19 Red Tier. On Parks and Recreation Department staff recommendation, our team will reach out to the County of San Diego's Chief Resilience Officer/COVID-19 Reopening Lead Gary Johnson.

Permits Secured: Pending. Once County of San Diego returns to the COVID-10 Red Tier, our team will submit a Reopening Plan with the city.

Legal Review by CAO: Pending per Parks and Recreation Department directive: "For questions regarding legal and risk management, we will be internally working with the City Attorney's Office. I am happy to provide an update as we move along."

Engineering and Capital Projects Department Approval Re. Plaza de Panama Pipeline Project Interference: Resolved. Based on the project timeline provided by a civil engineer Jesus Farias, it does not appear the Balboa Park Star will interfere with the pipeline replacement project.



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SDFD and SDPD Approval for Fire Lane and Safety Requirements: Pending County of San Diego's Return to the COVID-19 Red Tier. Our team provided an introduction of the Balboa Park Star to the Community Education Division of the San Diego Fire Rescue Department, showing the observation wheel located within the Plaza de Panama, from various angles, and a project site map.

Stakeholder Outreach:

Cultural Partnership and Stakeholder Coordination: Resolved. In early November, our team responded to eight additional questions from Peter Comiskey, Executive Director of the Balboa Park Cultural Partnership.

Site Plan, Per Request of Committee: Resolved. A site map and images showing the observation wheel located within the Plaza de Panama, from various angles, have been provided to the Balboa Park Cultural Partnership and Parks and Recreation Department staff.

Current/Future Mayor's Office Outreach: Resolved. Our team provided project overviews to Conrad Wear, community liaison to Mayor Faulconer, Mayor-Elect Todd Gloria's staff, and District 3 Councilmember-Elect Stephen Whitburn.

Formal Proposal Submitted as Part of Future Action Item to Committee to Memorialize Stakeholder Outreach, including:

- **Revenue Sharing Agreement, Requested by Stakeholders:** Resolved. By raising the cost of a general admission ticket from \$15 to \$16, the partnership would direct \$1 dollar, per passenger, to a fund benefitting the Balboa Park cultural arts community.
- **Dates and Hours of Operation:** Pending San Diego County's return to the COVID-19 Red Tier, the Balboa Park Star will operate during a three-to-six month window, with hours of operation scheduled for Monday through Friday from 12 PM to 8 PM and Saturday and Sunday from 11AM to 9 PM.

Confirmation about Interference with Pre-existing events projects and events (Art Alive, Earth Day, December Nights, Timken Remodel): Pending San Diego County's return to the COVID-19 Red Tier. To make way for the San Diego Museum of Art's Art Alive fundraiser, the Balboa Park Star will be removed from the Plaza de Panama by mid-June. The observation wheel will not conflict with December Nights, which will take place on Inspiration Point. We look forward to working with Earth Day organizers to develop a site map that will allow the Balboa Park Star to co-exist with the celebration.



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- **Restrooms:** Resolved. Most Balboa Park Star guests will utilize an online reservation system, ensuring controlled public access to the attraction. Accordingly, public restrooms in the vicinity of the Plaza de Panama, including The Prado, the Casa del Prado and across the street from the Organ Pavilion, will accommodate them. Additional restrooms will be provided, if needed.
- **SDMA and Timken Impacts:** Resolved. Having conducted walk throughs of the project footprint with representatives from the Museum of Art and Timken Museum, their issues of concern - the observation wheel's conflict with the MOA's Arts Alive gala and the Timken's construction plans - have been addressed.

BALBOA PARK STAR IN THE NEWS

Our team's presentation before the Balboa Park Committee's October meeting resulted in this unsolicited local and national coverage:

National News Coverage:

Food and Wine Magazine

<https://www.foodandwine.com/news/ferris-wheel-dining-restaurants>

Attractions Magazine

<https://attractionsmagazine.com/sky-high-dining-concept-proposed-balboa-park-san-diego/>

Local Television News Coverage:

10 News

<https://www.10news.com/news/local-news/the-balboa-park-star-observation-wheel-could-bring-people-back-to-the-park>

KUSI News

<https://www.kusi.com/cohn-restaurant-group-proposes-observation-wheel-dining-in-balboa-park/>

NBC 7

<https://www.nbcsandiego.com/entertainment/the-scene/balboa-park-star-the-wheel-deal/2421142/>



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Fox 5

<https://fox5sandiego.com/news/local-news/sky-high-dining-concept-proposed-in-balboa-park/>

CBS 8

<https://www.cbs8.com/article/news/local/observation-wheel-balboa-park-san-diego-cohn-restaurant-group/509-292cb9df-e980-4016-aae6-5a015029d1cb>

Local Print News Coverage:

San Diego Eater

<https://sandiego.eater.com/2020/10/29/21529555/cohn-restaurant-group-dine-in-observation-wheel-at-balboa-park>

San Diego Union-Tribune

<https://www.sandiegouniontribune.com/business/growth-development/story/2020-10-02/crazy-or-creative-covid-idea-prado-owner-wants-to-put-an-observation-wheel-in-balboa-park>

San Diego Business Journal

<https://www.sdbj.com/news/2020/nov/15/observation-wheel-balboa-park/>

San Diegophile.com

<https://www.sandiegophile.com/2020/10/a-dine-in-ferris-wheel-may-be-heading-to-san-diego-balboa-park.html>

Related News Coverage:

Sky Views Miami

NBC Miami

<https://www.nbcmiami.com/news/local/skyviews-miami-observation-wheel-opens-at-bayside-marketplace/2313300/>

Miami Sun-Sentinel

<https://www.sun-sentinel.com/travel/fl-fea-travel-attraction-ferris-wheel-skyviews-miami-20201030-w3nqudrp3zcg5d527raoqq4tpi-story.html>